

# Successes To Date

## WHO HAVE WE REACHED SO FAR?

**2750**

### PEOPLE ACTIVELY ENGAGED

The City of Colorado Springs has announced the launch of PlanCOS at numerous events, reaching almost 3,000 people.

**53**

### STAKEHOLDER INTERVIEWS

We've interviewed 53 stakeholders this fall, getting the pulse of the city from their perspective and asking what they want to see in PlanCOS.

**12**

### CO-CREATORS

Twelve civic-minded individuals attended a Co-Creator Orientation on October 19th to find out what they can do to promote PlanCOS and engage their community in the process.

**30**

### OUTREACH MEETINGS

Promotional appearances at community events, neighborhood concerts, Ivywild Sustainability Event, What IF Festival, and meetings with various Colorado Springs boards and committees.

**178**

### SOCIAL MEDIA POSTS

Between Facebook, Twitter, and Instagram, COS citizens are sharing PlanCOS and telling us what they love about their city.

**116**

### SURVEY RESPONSES

And more responses are coming in everyday!





# Top 12 Trends

## AFFECTING COLORADO SPRINGS AND CITIES THROUGHOUT THE WORLD

**NEXT STEPS:** As we move forward, the existing conditions of Colorado Springs combined with local, regional, and national trends will greatly influence the Steering Committee's and public's vision of the plan. The following statements were generated by the consultant team's overview of national trends. They serve only to spur imagination as we move into the next phases. More localized and detailed analyses will follow.

**1 / CHANGING AMERICAN DEMOGRAPHICS:** The influence of youth is rising with the emergence of Generation Z, the generation now coming of age behind Millennials. As the younger generations of Americans begin to assume more responsibility at home and in the workplace — where they are more likely to start their own business — the impacts of differing lifestyle preferences are becoming more apparent in downtowns. Non-white races and ethnic groups are quickly becoming the majority, more diverse cultural and religious backgrounds are becoming ubiquitous, and gender roles and norms are being redefined. To this end, a notable preference for living and working environments that prioritize diversity, collaboration, inclusivity, and the free exchange of ideas is emerging.

**2 / EDUCATION, TALENT + JOBS:** The premium on a young skilled workforce continues to drive development and investment in American cities. While college-educated workers make up about one-third of the American workforce, they produce more than half of the nation's economic output. Where young skilled workers choose to live is increasingly the key decision factor for business growth and relocation.

**3 / RISE OF THE MID-TIER CITY:** The dense, large “superstar” cities that were synonymous with economic growth and opportunity during the past decades are slowly being overtaken in popularity by smaller — less flashy but more affordable — urban areas. These mid-tier cities are beating out superstar cities like New York and San Francisco in attracting 25- to 34-year olds with a college education because they are more affordable and livable.

**4 / CHANGING CONSUMER BEHAVIORS:** Advances in technology continue to impact the nature of the retail industry and the shape of brick-and-mortar stores that are critical to downtowns. The convenience and ease of e-commerce is stimulating increases in online sales; however, the majority of retail transactions still occur in traditional stores. Many consumers prefer to support the regional economy and locally produced items that offer the added value of an emotional connection through the product with the local neighborhood. Downtown retail formats that prioritize a personalized consumer experience will stay competitive.



**5 / SHIFTS IN TRANSPORTATION + MOBILITY:** There is a national shift away from auto-dependence and toward cities that provide transportation choices that include walking, biking, and transit. This trend has continued and is made even stronger by the lower-than-ever numbers of teens and young adults who are getting their driver's licenses and owning cars. Capitalizing on the growing sharing economy, carshare programs are on the rise, expanding from universities and cities into other areas as well. Another significant and growing impact on transportation in cities is the on-demand ride services of Uber and Lyft. Apart from the automobile, local bike share initiatives — founded in Europe and China — can now be found in more than 100 cities in North America. Public transit options are increasing in many downtowns, with cities across the U.S. (re)investing in streetcars and light rail, and attempting to make the transit experience more enticing.

**6 / DOWNTOWN + LIVABILITY:** There is a increasing demand for authenticity and vibrant spaces. The reinvestment in downtown and downtown living is no longer an option, but an essential requirement for a thriving city. The demand for sterile housing developments has been slowed by the creation of more vibrant and amenitized walkable neighborhoods for younger generations and more mature adults looking to age in place. Redevelopment and infill has provided new housing options with more transportation options. The high demand for multi-family units in city centers is expected to continue. Though renting has increased among all age groups, household types, and income groups, the primary reason for the high demand for multi-family units in downtowns has been attributed to the Millennial and Baby Boomer generations. A rent premium exists for housing and commercial uses in walkable urban places.

**7 / REGIONALISM:** In response to dwindling resources and political gridlock at the state and federal levels, city and county governments in metropolitan regions across the country are turning to collaboration with private companies, universities, hospitals, non-profits, and each other in order to accomplish tasks once reserved for, or funded by state and federal governments. Partnerships are necessary to also encourage development within urban limits where services exist, and curb rural developments that lack equal access to utilities and other city services.

**8 / SHIFTS IN GLOBAL WEALTH:** Over 80% of the world's population lives in emerging markets, and these regions are expected to be responsible for nearly all future global population growth and expanding consumer spending. Emerging economies are expected to account for 60% to 70% of global GDP growth for the foreseeable future as they expand at more than twice the rate of developed economies. Foreign investment in apartment housing, mixed-use development, and office and industrial space is driving the transformation of American cities.



**9 / ADVANCES IN TECHNOLOGY:** To maintain and improve high service levels on tighter budgets, downtowns are increasingly looking toward technological solutions. Mobile devices are continuing to diminish the importance of static office locations, allowing for connections anywhere, anytime. Office space configurations are changing, with reduced space needed to conduct business and greater utilization of space beyond traditional eight hour workdays. To attract young skilled employees, office design is increasingly combining business and social functions – a growth of mixed-use principles within buildings as well as outside of them. The growing popularity of co-working spaces are reflective of these trends. In response to high-profile infrastructure failures throughout the country, cities are seeking strategies to manage the high costs of infrastructure maintenance. Sensors are being increasingly used by cities to measure the status of infrastructure and to cue maintenance. In terms of mobility, autonomous cars have the potential to dramatically change the arrangement of cities in the coming decades, and limited introduction to the market is possible within the next few years.

**10 / SOCIAL EQUITY + PRIDE:** There is a rising tide of civic activism and opportunity oriented at neighborhood, community and city building. This activism stems from a renewed sense of pride and love in one's city as people continue to chose more urban lifestyles and invest in their neighborhoods. As this trend has grown, issues relating to inclusiveness, reinvestment, access to services, variety of housing types and prices, gathering areas, civic centers, safety, walkability, access to parks and other topics have become primary conversations in cities across the country.

**11 / HEALTH, ENVIRONMENT, TOURISM + SPORTS:** Healthy environments are becoming an increasingly important factor in where companies and families choose to locate. As medical, sports, and recreation technology (rec-tech) have become viable industries, outdoor-oriented cities are competing to attract these companies and the lifestyles they bring with them. Whether this is sports training, museums, or companies, a healthy and vibrant natural setting can determine their location. As outdoor recreation and tourism continue to increase in popularity, locally and nationally, outdoor cities must harness their potential to provide a setting that remains competitive. In many cases, cities have not just focused on the surrounding natural setting, but also have looked inward, bringing parks, trails, and nature into their neighborhoods.

**12 / MILITARY + DEFENSE:** Military bases, institutions, and personnel affect city economies across the country, but as the population grows, other sectors will begin to have a larger influence. Private sector spin-off industries based on the local talent pool will be part of these new industries. The ability to capitalize on related technology industries presents an opportunity as the built and human capital for these activities already exist within these cities.